

First Quarter Fiscal 2017 Results

November 2, 2016

Safe Harbor for Forward-Looking Statements

This document contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical facts, including forecasted GAAP and adjusted results for CDK's fiscal year ending June 30, 2017 and targeted adjusted results for CDK's fiscal years ending June 30, 2018 and June 30, 2019, statements concerning CDK's payment of dividends or the repurchase of shares and its business transformation plan, other plans, objectives, forecasts, goals, beliefs, business strategies, future events, business conditions, results of operations, financial position and business outlook and business trends, and other information, may be forward-looking statements. Words such as "might," "will," "may," "could," "should," "estimates," "expects," "continues," "contemplates," "anticipates," "projects," "plans," "potential," "predicts," "intends," "believes," "forecasts," "future," "assumes," and variations of such words or similar expressions are intended to identify forward-looking statements. These statements are based on management's expectations and assumptions and are subject to risks and uncertainties that may cause actual results to differ materially from those expressed, or implied by, these forward-looking statements.

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First Quarter Fiscal 2017 Highlights

- Strong quarter with 7% revenue growth and 590 bps of adjusted EBITDA margin expansion
- Our first quarter operating under our new structure
- Continued progress in our business transformation
 - MoveUp!
 - Simplify Quote to Cash
 - Enhance the Customer Experience
- Leveraging “One CDK”
- Remain committed to achieving target FY18 adjusted EBITDA margin of 35% and FY19 adjusted EBITDA exit margin of 40% or above

Business Transformation Plan

Key workstreams

| WORKSTREAM | DESCRIPTION |
|---------------------------------------|--|
| 1 MoveUp! | Migrate customers to latest software versions; engineer to reduce customizations |
| 2 Streamline implementation | Streamline installation and training process through improved technology, process, tools, and workflow |
| 3 Enhance customer service | Decrease resolution times through optimized case management and technology-enabled, intelligent, user-driven support |
| 4 Optimize sales and product offering | Adjust sales structure; reduce product complexity; expand bundling; optimize discount management; standardize pricing |
| 5 Simplify quote to cash | Reduce business complexity through integrated go-to-market model that leverages an automated contracting process, SKU rationalization, and streamlined invoicing |
| 6 Workforce efficiency and footprint | Increase efficiency through fewer layers and larger spans of control, geographic wage arbitrage, and reduced facility footprint |
| 7 Strategic sourcing | Disciplined vendor management and vendor consolidation |
| 8 CDK International | Comprehensive optimization across back office, R&D, implementation, and support |

Business Transformation Plan

Q1 updates



MoveUp!

- 100% of customers now on current version of DRIVE DMS software
- Reduced software versions by additional ~15%



Simplify quote to cash

- Reduced catalog numbers by ~65%
- Identified 12 systems to retire



Enhance customer service

- Signed ~4,000 dealership users on ServiceConnect Anywhere

Q1 FY17 Financial Results




Total CDK; represents growth from Q1 FY16

| | GAAP | | Adjusted | |
|--|--|-----------|------------------------|-----------|
| Revenues | \$550.7 | ↑ 7% | \$550.7 | ↑ 7% |
| Earnings before income taxes | 111.9 | ↑ 17% | 133.6 | ↑ 34% |
| Net earnings attributable to CDK | 76.9 | ↑ 30% | 90.5 | ↑ 47% |
| Diluted net earnings attributable to CDK per share | 0.51 | ↑ 38% | 0.60 | ↑ 58% |
| Margin | Net earnings attributable to CDK margin 14.0% | ↑ 250 bps | EBITDA margin 30.9% | ↑ 590 bps |

- Q1 FY2017 GAAP effective tax rate was 29.2% compared to 36.1% in Q1 FY2016; Q1 FY2017 adjusted effective tax rate was 30.5% compared to 36.0% in Q1 FY2016
- A reconciliation of the most directly comparable GAAP measure to each "Adjusted" measure can be found in the tables accompanying our November 2, 2016, press release that we furnished to the SEC and posted to the "Financial Information" section of our Investor Relations website, <http://investors.cdkglobal.com>.

Q1 FY17 Financial Results

By segment; represents growth from Q1 FY16

| | | Revenues | | | Pretax Earnings | | |
|---|--------------------------------|----------|-------|----------------------------------|-----------------|-------------------------------------|----------------------------------|
| | | | | Constant Currency Adjusted | | | Constant Currency Adjusted |
|  | Retail Solutions North America | \$395.4 | ↑ 6% | ↑ 6% | \$145.5 | Margin ↑ 33% ↑ 760 bps to 36.8% | ↑ 33% |
|  | Advertising North America | 77.5 | ↑ 23% | ↑ 23% | 11.5 | Margin ↑ 203% ↑ 880 bps to 14.8% | ↑ 203% |
|  | CDK International | 77.8 | ↓ 1% | ↑ 5% | 16.9 | Margin ↑ 19% ↑ 350 bps to 21.7% | ↑ 21% |

○ A reconciliation of the most directly comparable GAAP measure to each "Adjusted" measure can be found in the tables accompanying our November 2, 2016, press release that we furnished to the SEC and posted to the "Financial Information" section of our Investor Relations website, <http://investors.cdkglobal.com>.

FY17 Outlook

Total CDK; represents growth from Q1 FY16

| | GAAP | | Adjusted | |
|--|---|--------------------|---------------------|--------------------|
| | 11/2/16 Forecast | 8/3/16 Forecast | 11/2/16 Forecast | 8/3/16 Forecast |
| Revenues | ↑ 4% - 5% | ↑ 4% - 5% | ↑ 4% - 5% | ↑ 4% - 5% |
| Earnings before income taxes | ↑ 22% - 27% | ↑ 21% - 26% | ↑ 21% - 25% | ↑ 20% - 24% |
| Net earnings attributable to CDK | ↑ 24% - 29% | ↑ 23% - 28% | ↑ 23% - 27% | ↑ 22% - 26% |
| Diluted net earnings attributable to CDK per share | ↑ 32% - 37% | ↑ 31% - 36% | ↑ 32% - 36% | ↑ 31% - 35% |
| | \$1.99 - \$2.07 | \$1.98 - \$2.06 | \$2.30 - \$2.37 | \$2.28 - \$2.35 |
| Margin | Net earnings attributable to CDK margin | | EBITDA margin | |
| | ↑ 210 - 260 bps | ↑ 200 - 250 bps | ↑ 525 - 575 bps | ↑ 500 - 550 bps |

- A reconciliation of the most directly comparable GAAP measure to each "Adjusted" measure can be found in the tables accompanying our November 2, 2016, press release that we furnished to the SEC and posted to the "Financial Information" section of our Investor Relations website, <http://investors.cdkglobal.com>.

Appendix

Glossary of Non-GAAP Measures

We use certain adjusted results to evaluate our operating performance. In addition, we use adjusted EBITDA, among other measures, as an input to determine incentive-based compensation. Our non-GAAP adjustments principally relate to expenses and benefits that impact comparability of the underlying GAAP measures. We believe our non-GAAP measures provide relevant and useful information for users of the financial statements because they provide insight into our ongoing operating results. Adjusted revenues, adjusted earnings before income taxes, adjusted provision for income taxes, adjusted net earnings attributable to CDK, adjusted basic and diluted earnings attributable to CDK per share, and adjusted EBITDA have been defined below. Because adjusted results are not measures of performance that are calculated in accordance with GAAP, they should not be considered in isolation from, or as substitute for, other metrics that are calculated in accordance with GAAP. This Yearly Results presentation references the non-GAAP measures defined below. The reconciliation between the following non-GAAP measures and their most comparable GAAP measure can be found in the tables at the end of the accompanying press release posted to our Investor Relations website, <http://investors.cdkglobal.com>, in the “Financial Information” section and furnished by us to the SEC on November 2, 2016.

Adjusted revenues: Adjusted revenues represents revenues excluding the past effects of revenues related to divestitures.

Adjusted earnings before income taxes: Earnings before income taxes reflects adjustments to exclude costs associated with our business transformation plan.

Adjusted provision for income taxes: The provision for income taxes reflects adjustments for the income tax effect of the adjustments to earnings before income taxes.

Adjusted net earnings attributable to CDK and adjusted diluted net earnings attributable to CDK per share: Net earnings attributable to CDK reflects the same adjustments described for adjusted earnings before income taxes and the adjusted provision for income taxes.

Adjusted EBITDA: EBITDA is calculated as by adjusting net earnings attributable to CDK for net earnings attributable to noncontrolling interest, provision for income taxes, interest expense, depreciation, and amortization. Adjusted EBITDA reflects adjustments to exclude total stock-based compensation expense and costs associated with our business transformation plan. Other business transformation expenses exclude accelerated depreciation and stock-based compensation expenses that are already reflected within the respective adjustment line items.

Constant currency: To present adjusted revenues and adjusted earnings before income taxes on a constant currency basis, current period results for entities reporting in currencies other than the U.S. dollar are translated into U.S. dollar using the average monthly exchange rate for the comparable prior period. As a result, constant currency results neutralize the effects of foreign currency.